

through activity generated from hyperlinks provides a trove of data that marketers can analyze. Link clicks can reveal user preferences, purchasing patterns and response to campaigns. This data-driven insight enables optimization of digital strategies over time. Appearance factors like colors, formatting and visual cues help hyperlinks stand out visually. Memorability also depends on compelling call-to-action text. Creative design of hyperlinks can boost click-through rates. Strategic use of hyperlinks to relevant internal and external pages supports search engine crawlers in understanding site structure and content. This helps boost organic search rankings and visibility.

The knowledge of the essence and features of hyperlinks in digital marketing allows companies to use them effectively to engage audiences.

To evaluate the impact of hyperlinks, the method of conducting a survey among 50 consumers has been used, where 72.1% of the interviewees are women and 27.9% are men. According to the results of the survey there are some recommendations for optimising the use of hyperlinks in digital advertising campaigns: use hyperlinks with keywords or phrases that will attract the attention of the target audience and be as relevant as possible to the content of the destination page; maintain consistency between the text of the link and the content of the page it leads to. This will help reduce bounce rates and improve user experience; use unique and attractive titles for hyperlinks to grab users' attention and increase the likelihood of them clicking; test different hyperlink options to determine which ones are most effective and lead to better results; use link tracking to analyse the effectiveness of advertising campaigns and optimise them for better results.

In summary, to optimise the use of hyperlinks in digital advertising campaigns, attention should be paid to improving content quality, relevance and attractiveness, as well as a more targeted approach to ad placement according to audience preferences.

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THE INNOVATION OF VIDEO MAKING AND FURTHER APPLICATION IN ADVERTISING

The purpose of the article is to explore some of the key innovations in video making and examine their applications in advertising.

The advent of video making has completely transformed the advertising industry, empowering marketers with powerful tools to effectively engage and communicate with

their target audience. Additionally, we will discuss the growing preference for video over static images in advertising, supported by statistical evidence. As a person with expertise in the field of video making, I will also highlight essential points for creating the commercial for social networks.

The innovation of video making has revolutionized the advertising industry, providing marketers with powerful tools to engage and communicate with their target audience. I'm going to consider some key innovations in video making and their applications in advertising.

High-Quality Production: Advancements in camera technology, video editing software, and special effects have significantly improved the quality of video production. This allows advertisers to create visually stunning and immersive ads that capture viewers' attention with the help of your smartphone.

Animation and Motion Graphics: Animation and motion graphics have become popular techniques in video advertising. They enable advertisers to convey complex messages in a visually appealing and easily understandable manner. Animated characters, infographics, and dynamic text can make ads more engaging and memorable.

User-Generated Content (UGC): The rise of social media platforms and smartphones has empowered users to create and share their own videos. Advertisers have leveraged UGC by incorporating user-generated content into their campaigns. This approach not only engages consumers but also adds authenticity and social proof to the advertising message.

Live Streaming: Live streaming platforms such as Facebook Live, Instagram Live, and YouTube Live have gained significant popularity. Advertisers can leverage live streaming to connect with their audience in real-time, host virtual events, showcase product demonstrations, and engage in interactive Q&A sessions.

Interactive Video: Interactive videos allow viewers to actively engage with the content by making choices or interacting with elements within the video. This level of interactivity enhances viewer engagement and can lead to higher conversion rates by providing a more personalized and immersive experience.

Nowadays, marketers prefer to use video in advertising rather than a static image. According to Facebook statistics, 52% of marketers use videos more often than images. However, further responses from respondents showed: almost 59% of marketers, the video format provided more interaction with the audience; about 30% of experts believe that images attract more attention; approximately 11% said they did not see a difference between using these formats [1].

My experience in working in the sphere of videomaking helps me underline key points in creating the commercial for social networks:

1. The first 3-5 seconds of the video determine whether the viewer will stay on. Therefore, in these seconds it is important to interest the target audience and convince the user to stay.

2. Long videos are rarely watched to the end. The ideal video length for each social network is different: Instagram – 7-10 seconds; Tik-tok – 15 seconds; YouTube – 7-10 minutes.

3. The visual of the video should contain a bright element. The picture should not be overloaded, but it should also be catchy.

4. Frequent and fast frame changes force the user to review the video several times, which contributes to its promotion [2].

In conclusion, my experience in creating videos for business allows me to conclude that video is increasingly capturing the world of advertising, and if you know how to present your product in a video correctly, you can quickly increase your sales and develop in the market.

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INFLUENCER MARKETING

The modern world is a consumer society, where companies and sole proprietorships are struggling to attract the public to purchase their products. With billions of active users worldwide, social media has revolutionized the way we connect, share information and consume content, but what is more it has transformed the way businesses can influence consumer behavior.

Social Media Marketing is the process of attracting customers through the masmedia as a channel for promoting goods and service of a company [1]. Within social media marketing the most promising tool is influencer marketing. Influencer marketing is the digital equivalent of word-of-mouth marketing. It is a new form of social media marketing where companies create partnerships with individuals who have a strong influence over a specific audience to promote products or services. They can be social media personalities, bloggers, YouTubers, or celebrities who have a large and engaged following on platforms like Instagram, YouTube, TikTok and usually they are called influencers.

The purpose of this paper is to show a new effective marketing tool and its influence on the development of businesses and consumers' behaviour.

To understand it better we will consider the rule of 3Rs of influencer marketing and how to use it in order to achieve business goals and reach success.

The first "R" of influencer marketing is relevance. Relevance is crucial because if an influencer's followers aren't interested in your brand or business, they won't convert, regardless of their reach. Thus, picking a relevant influencer is a challenge but highly rewarding practice for a modern business.